

What is claimed is:

[Claim 1] A method of managing consumer complaints comprising:

- receiving a complaint from a consumer regarding a merchant;
- forwarding the complaint to the merchant for a merchant's response;
- displaying the complaint and any merchant's response for a plurality of users to opine as to the righteousness of the consumer and the merchant;
- receiving a plurality of users' opinions of righteousness, thereby defining a submitted opinion of righteousness for each user's opinion received; and
- displaying the users' opinions of righteousness as an averaged numerical representation.

[Claim 2] The method as claimed in claim 1 further comprising determining the identification of each user that submits an opinion of righteousness.

[Claim 3] The method as claimed in claim 2 further comprising determining the identification of the consumer.

[Claim 4] The method as claimed in claim 3 further comprising determining the identification of the merchant.

[Claim 5] The method as claimed in claim 4 further comprising comparing the identification of the consumer to the identification of each user that submits an opinion of righteousness.

[Claim 6] The method as claimed in claim 5 further comprising comparing the identification of the merchant to the identification of each user that submits an opinion of righteousness.

[Claim 7] The method as claimed in claim 6 wherein the step of displaying the users' opinions of righteousness as an averaged numerical representation includes considering opinions of users other than the consumer or merchant.

[Claim 8] The method as claimed in claim 4 wherein the step of determining the identification of each user that submits an assessment of righteousness includes determining the respective user's Internet Protocol address of a computer used by the user.

[Claim 9] The method as claimed in claim 8 further comprising comparing the user's Internet Protocol address to an Internet Protocol address assigned to the merchant.

[Claim 10] The method as claimed in claim 8 further comprising comparing the user's Internet Protocol address to an Internet Protocol address assigned to the consumer.

[Claim 11] The method as claimed in claim 1 wherein the users' opinions of righteousness include an analysis of the credibility of the merchant and the consumer.

[Claim 12] The method as claimed in claim 1 wherein the users' opinions of righteousness include an analysis of the user's prior interactions with the merchant.

[Claim 13] The method as claimed in claim 1 wherein the step of receiving a plurality of users' opinions of righteousness, thereby defining a submitted opinion of righteousness for each user's opinion received includes receiving a scaled numerical representation from the user.

[Claim 14] A method for managing Internet consumer complaints comprising:

receiving a complaint from an Internet consumer in electronic format regarding the Internet consumer's interaction with an Internet merchant;

forwarding the complaint to the Internet merchant for an Internet merchant's response;

receiving any Internet merchant's response;

displaying the complaint and any Internet merchant's response on a publicly accessible Internet site for a plurality of Internet users' opinions of righteousness;

receiving at least one of the Internet users' opinions of righteousness in electronic format; and

displaying the Internet users' opinions of righteousness on the Internet site as a numerical representation.

[Claim 15] The method as claimed in claim 14 further comprising verifying the origination of each Internet user's opinion of righteous.

[Claim 16] The method as claimed in claim 15 further comprising displaying the opinions of users other than the consumer or merchant.

[Claim 17] The method as claimed in claim 15 wherein the step of verifying the origination of each Internet user's opinion of righteous includes determining the Internet user's Internet Protocol address of a computer used by the Internet user.

[Claim 18] The method as claimed in claim 16 further comprising comparing the Internet user's Internet Protocol address to an Internet Protocol address assigned to the Internet merchant when the Internet merchant's response was received.

[Claim 19] The method as claimed in claim 17 further comprising comparing the Internet user's Internet Protocol address to an Internet Protocol address assigned to the Internet consumer when the complaint was received.

[Claim 20] The method as claimed in claim 14 wherein the Internet users' opinions of righteousness includes an analysis of the credibility of the Internet merchant and the Internet consumer.

[Claim 21] The method as claimed in claim 14 wherein the Internet users' opinions of righteousness includes an analysis of the Internet user's prior interaction with the Internet merchant.

[Claim 22] The method as claimed in claim 14 wherein the step of forwarding the complaint to the Internet merchant for the Internet merchant's response includes automatically forwarding the complaint to the Internet merchant.

[Claim 23] A system for managing Internet consumer complaints comprising:

a central server for receiving an Internet consumer's complaint regarding the Internet consumer's interaction with an Internet merchant;

a means for forwarding the complaint in electronic format to the Internet merchant for any Internet merchant's response;

an Internet web site for displaying the complaint and any Internet merchant's response for Internet users to opine as to the righteousness of the Internet consumer and the Internet merchant; and

a means for providing a numerical representation of the Internet users' opinions of righteousness and displaying it on the Internet web site.

[Claim 24] A method of managing Internet consumer complaints comprising:

providing a central computer server for receiving a complaint from an Internet consumer in electronic format regarding the Internet consumer's interaction with an Internet merchant;

providing a means for forwarding the complaint to the Internet merchant for an Internet merchant's response;

providing an Internet web site for displaying the complaint and any Internet merchant's response on a publicly accessible Internet site for receiving Internet users' opinions of righteousness; and

providing a numerical representation of the Internet users' assessments of righteousness on the Internet web site.